

CONNECTED24

Identifying Student Success and Retention Opportunities with Custom Dashboards

Transformation Lab



Meet Today's EAB Facilitator



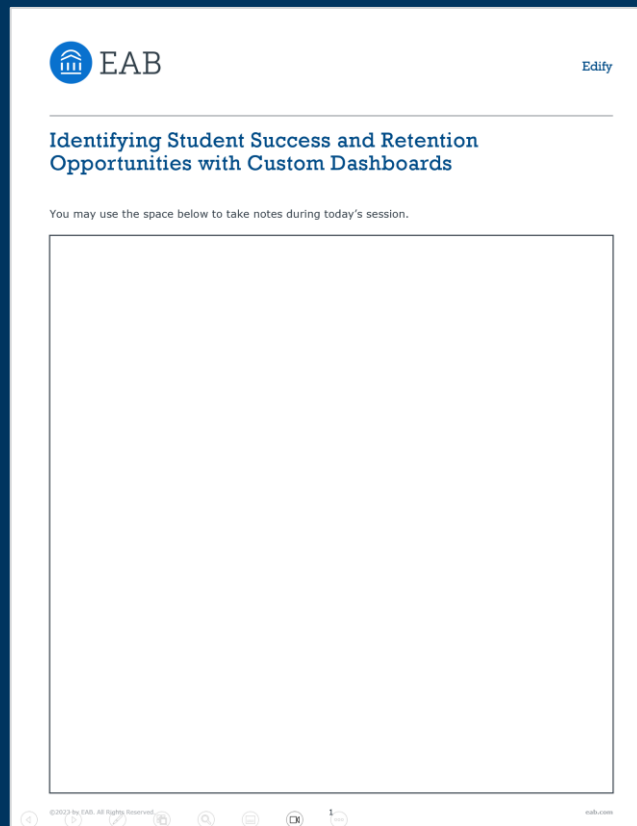
James Cousins

Senior Strategic Leader, Data and Analytics


Worksheet for Today's Session

Use the first page of the worksheet to capture any notes or ideas throughout today's session.

We encourage you to speak with your Strategic Leader for further discussion!



The screenshot shows a digital worksheet interface. At the top left is the EAB logo, and at the top right is the Edify logo. The main title is "Identifying Student Success and Retention Opportunities with Custom Dashboards". Below the title is a horizontal line, followed by the text "You may use the space below to take notes during today's session." and a large, empty rectangular box for notes. At the bottom of the page, there is a footer with copyright information: "©2023 by EAB. All Rights Reserved." and the website "eab.com".

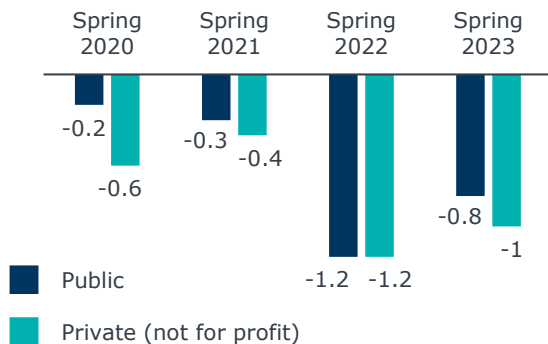
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- 1** Leveraging Data for Success and Retention
 - 2** How Edify Can Accelerate Your Student Success Strategy
 - 3** Success and Retention Opportunities Accelerator Demonstration and Activity
 - 4** Closing

Enrolling Students Is an Uphill Battle...

...Making Retention Critical to Protecting Your Enrollment Investments

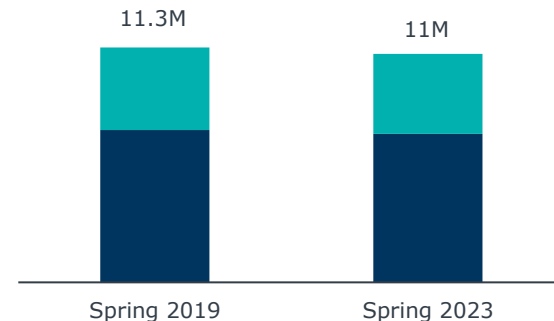
**Four-year enrollment
decline is slowing...**

*Percentage of change in enrollment from
previous year*



**...but still doesn't match
pre-pandemic levels**

Total four-year enrollment



Change in recruitment cost per student from 2020 to 2022¹

+32%

At private institutions

+5%

At public institutions

1) For 4-year institutions recruiting traditional high-school students.

Your Future Classes Will Bring New Challenges

Insights from EAB's New Research into the Mindset of 'Gen P'

Unsure if college will provide what they're looking for



Questioning the value of a degree

Worried about keeping up



Academically underprepared

Expecting high-quality digital experiences



Eager for in-person connection



Needing more mental health support

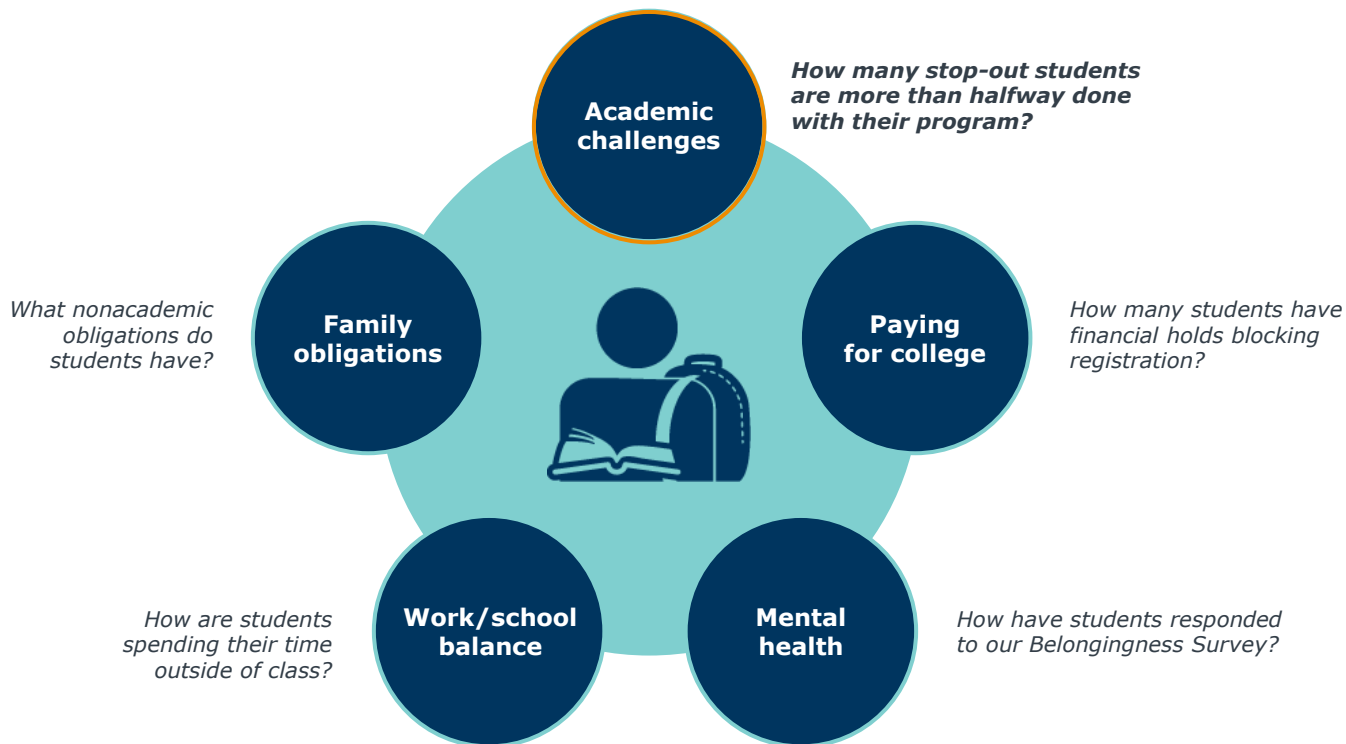


20% Of high school students say college isn't "worth the cost" in 2023, up from 8% in 2019

22% Of those who opted out of college in 2023 said it was because they weren't mentally ready, up from 14% in 2019

Holistic Support Is No Longer Optional

But Common Challenges Prevent Adoption of an Effective Support Model



Not All Stop-Out Students Are the Same



New Student



Probable Inflection Point: finances academic rigor, adjustment issues



Financial Impact: relatively low debt amount; little change in employment



Reengagement Strategy: explain improved service and majors with high ROI



Advising Approach: concierge service to provide direction and support before advisor hand-off



Final Year



Probable Inflection Point: life event, emergency, or draw to employment



Financial Impact: high debt, struggles to find work related to newfound skills



Reengagement Strategy: could be as simple as a phone call explaining path to graduation



Advising Approach: concierge service to provide direction and support through graduation

Strategies for Finding Students Who Left and Why



Advantages



Disadvantages



Hard-Mailing

- Engaging
- Can be saved

- Costly
- Addresses change



Social Media

- Low-cost
- May include read-receipt

- Response rates are low
- Tedious to identify individuals



Email

- Low-cost
- Expected communication method from college

- Email addresses change
- May get lost in Spam



Cold-Calling

- Personal contact
- Ability to provide detail

- People don't answer
- Phone numbers change



External Vendor

- No additional staff resources
- Can discontinue if ineffective

- Expensive
- Privacy concerns

*Time-consuming,
potentially low
response rates*

What other questions about stop-out students would help inform your institution's strategy?

Nobody has responded yet.

Hang tight! Responses are coming in.

Worksheet and Discussion Activity

Page 2, Questions 1-2

1. What insights are you hoping to draw from your success and retention data?
2. What data challenges prevent your institution from answering these types of questions?

Record your responses on the worksheet and discuss with your table. We'll have one representative from each table share out.

Success and Retention Data Challenges and Aspirations

1 What insights are you hoping to draw from your success and retention data?

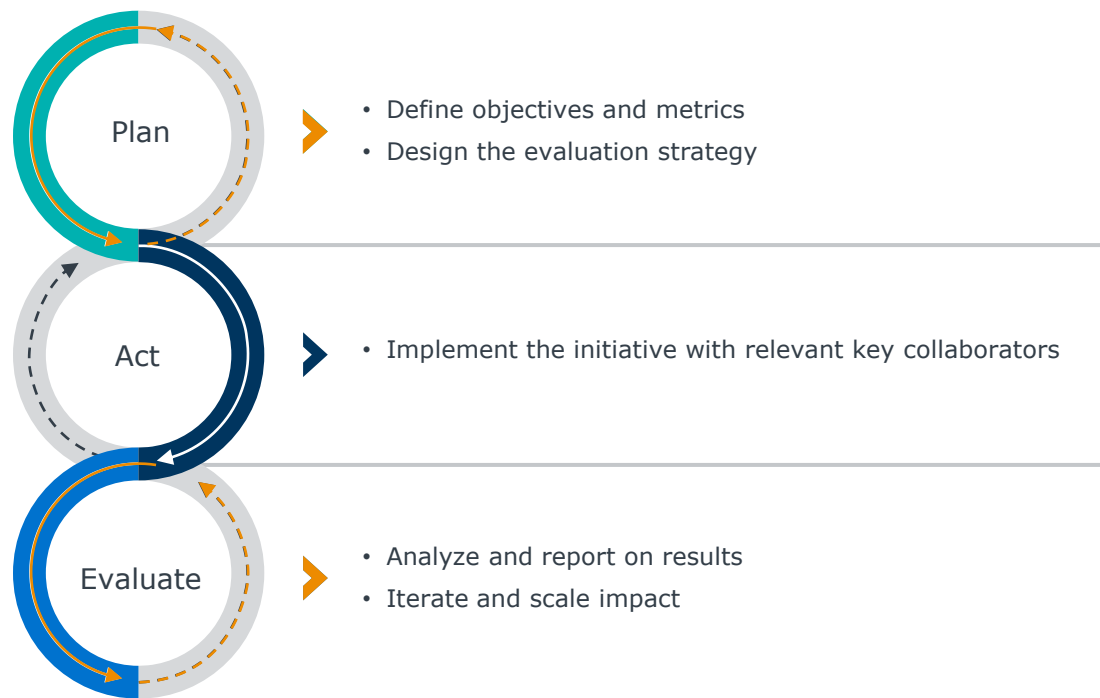
2 What data challenges prevent your institution from answering these types of questions?

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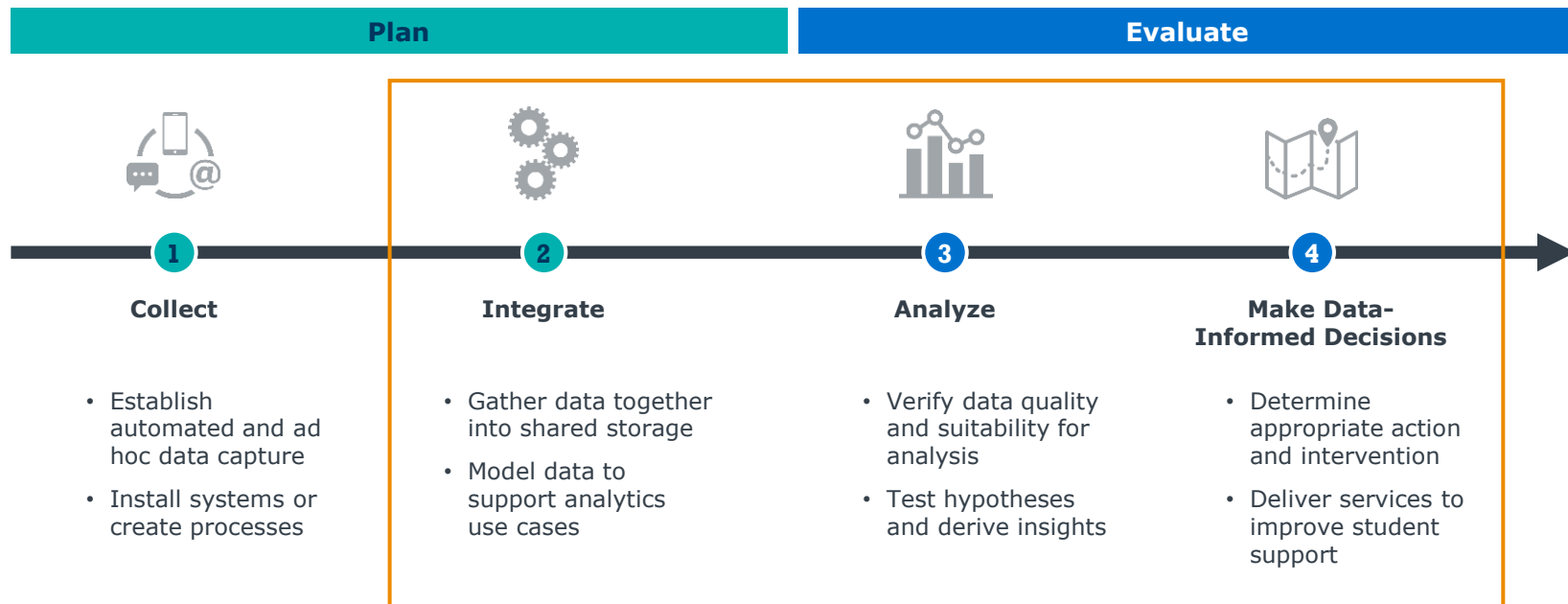
A Useful Framework for Analyzing Impact

Sustain Momentum Through Ongoing Evaluation



The Path to Data-Informed Student Success

Activating Campus-Wide Student Data Is a Multistep Process



Tailored analytics – more to come in a few slides!

Edify: A Data and Analytics Solution to Empower Strategic Decisions

Designed Specifically for Higher Ed

Bring Your Data Together



Access and Warehousing

*Cloud-native, secure, infinitely scalable **data lake and warehouse** to support critical institutional initiatives*

Build a Culture of Data Confidence



Data Governance

*Higher ed **best practice rules and validations** to ensure a golden record/single source of truth*

Empower Your Team with Insight



Reporting and Analytics

***Self-service, custom, and pre-built analytics** to drive efficiency and support decision-making*



Build Your Team's Capacity



Professional Services Hours

***EAB support** to meet you where you are. Your team's use of Edify can be self-service or partially or fully managed by EAB.*

Strategy and
Culture Support

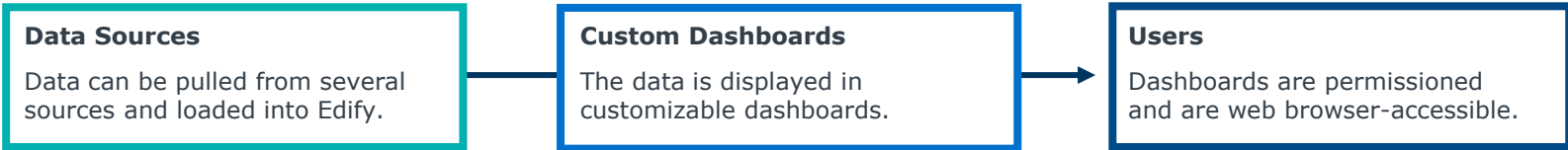
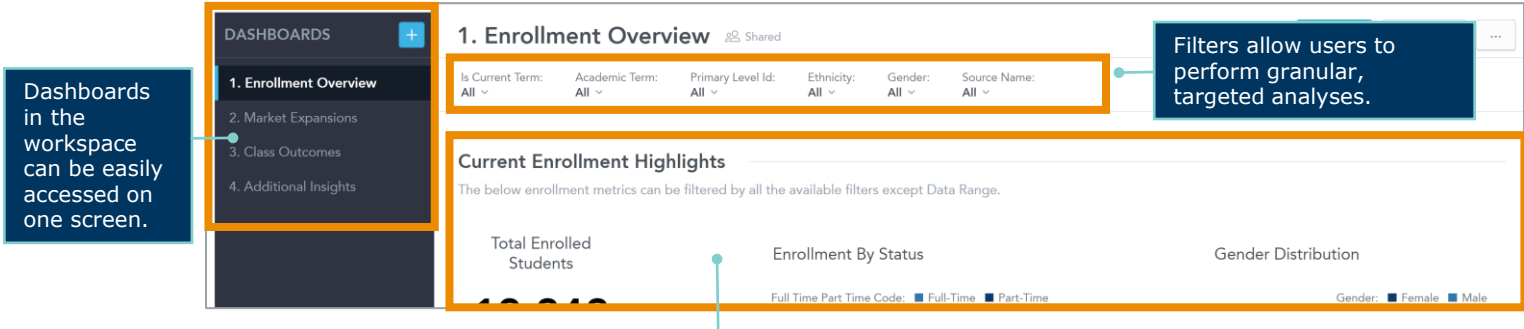
Integration
Services

Process
Consulting

Data Science
and Analysis

What Is an Edify Accelerator?

Edify Accelerator: A templated workspace containing dashboards with *flexible multisource analytics* focused on answering specific business questions. Edify partners can leverage their Professional Services hours to customize Accelerators for their unique institutional needs.

Dashboards in the workspace can be easily accessed on one screen.

Filters allow users to perform granular, targeted analyses.

1. Enrollment Overview Shared

Is Current Term: All | Academic Term: All | Primary Level Id: All | Ethnicity: All | Gender: All | Source Name: All

Current Enrollment Highlights

The below enrollment metrics can be filtered by all the available filters except Data Range.

Total Enrolled Students | Enrollment By Status | Gender Distribution

Full Time Part Time Code: ■ Full-Time ■ Part-Time | Gender: ■ Female ■ Male

Data visuals, such as charts and tables, provide users with digestible data points that they can hover over or click on to drill down into.

Various Accelerators to Support Your Institution

A Library of Customizable Workspaces, So That You Need Not Start from Scratch

Advancement

Identify opportunities to reach more prospects and better retain donors.

Course Planning Optimization

Uncover course-adjustment opportunities to accommodate student demand.

Course Success Equity

Find differences in course performance across demographic groups.

Financial Barriers

Investigate and reduce barriers that may impact student success outcomes.

Financial Sustainability

Narrow in on unit-level costs and identify cost-saving opportunities.

IPEDS Reporting Automation

Streamline data prep and identify opportunities to align with reporting needs.

LMS Utilization

Improve student success outcomes and remove barriers to LMS utilization.

Strategic Enrollment

Pinpoint enrollment trends, view enrollment snapshots, and more.

Success and Retention Opportunities

Advance outcomes via interventions, policy changes, and other initiatives.

Transfer Equity

Understand patterns of transfer behavior and pinpoint equity gaps.

Accelerators are customizable and designed to serve relevant key collaborators. [Click here to learn more.](#)



Focusing on the Success and Retention Opportunities Accelerator in Today's Session



Advancement

Identify opportunities to reach more prospects and better retain donors.

Course Planning Optimization

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Course Success Equity

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Success and Retention Opportunities Accelerator

Power Cross-Campus Strategy with Student Success Analytics

At a Glance

Student, LMS, and National Student Clearinghouse data to uncover opportunities to better support and retain students

Example Users

- Student Success
- Enrollment Management
- Institutional Research and Effectiveness



Questions

What factors contributed to students transferring out of the institution?



What are our top barriers to enrollment?



What are the trends in persistence, retention, and graduation across programs?



Which students have stopped-out and are not yet enrolled elsewhere?




Potential Actions

Understand common characteristics of transfer students to inform interventions for current students.

Inform potential policy changes, such as hold reform, and other improvement opportunities.

Compile data into a report to submit for state funding and grant requests.

Conduct a reenrollment campaign prioritizing stopped-out students.

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Worksheet Activity During Live Demonstration

Page 3, Questions 1-2

Record the data points you find valuable, customized data points you'd want to include for your institution, and key collaborators who would benefit from having this data.

After the demonstration, discuss with your table!

Success & Retention Opportunities Accelerator

- 1 What data points do you find the most valuable or interesting? Given Edify Accelerators are customizable, what additional data points would you want to include?

Dashboards:

▶ Student Success Outcomes:

▶ Re-Enrollment Opportunities:

Additional Data Points:

- 2 What key collaborators on campus may find these success and retention data points and the dashboards valuable? What kinds of decisions and initiatives could the data inform?



Live Demonstration

Strategies to Implement with Navigate360 or Starfish



Navigate360

Starfish

Proactive Interventions for Students Likely to Stop Out

- Appointment Campaigns
- Text Messaging
- To-Dos
- Hand Raise
- Quick Polls
- Nudges

- Appointment Campaigns
- Text Messaging
- To-Dos
- System Flags
- Surveys
- Nudges

Reactive Interventions for Stopped-Out Students

Predicated on the student checking their institution-provided email address

- Enrollment Campaigns

Predicated on the student checking their institution-provided email address

- Email nudges

Predicated on the student still having the app

- To-Dos
- Hand Raise
- Quick Polls

Predicated on student still being in Starfish

- To-Dos
- Text messaging

Low-Cost, Simple Changes Have Outsized Effect

Basics Incentives to Get Stop-Out Students Reenrolled

Low-Cost Incentives



No (re)application fee

Eliminate financial barriers and create time-sensitive action



Simplified (re)application

Streamline application and processing to eliminate barriers



Priority registration

Demonstrate commitment to graduate returning students



Free Parking

Incentivize off-peak enrollment, which is when most returning students enroll



Graduation Plan

Reveal course path to graduation in original or new major




Graduation Plan Should:

- Be personalized
- Show fastest path to graduation
- Consider credit for prior learning
- Highlight stepping-stone or industry-recognized credentials
- Be vetted through faculty
- Include course availability

What strategies and new projects could you implement using this data?

Nobody has responded yet.

Hang tight! Responses are coming in.

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Key Takeaways from Today's Session



As institutional challenges increase, it is imperative to *collect* and *use* the right data in a realistic way to inform student success initiatives.



Having a trusted data source fosters a foundation of strong, data-informed decision-making and confidence.



While reenrolling and retaining students is financially beneficial, helping students meet their goals is what matters most at the end of the day.



Success & Retention Opportunities

Student success can be defined in many ways that may vary based on institutional populations and priorities. Additionally, student success data can be found across multiple systems that do not always talk to one another. Edify Accelerator packages take advantage of the data organization and flexibility provided by Edify's data model, helping schools go deep into topical areas of analysis and allowing leaders across the campus to find answers to their specific questions. The Success & Retention Opportunities Accelerator enables student success professionals (e.g., VP of Student Success, Advising Directors, VPEMs, and others) to report on student success challenges, interventions, and outcomes at their institution.



Paint the big picture

In one workspace, illustrate different metrics for student success in the moment and over time.

Narrow in on success milestones

Track the impact of students' success in particular courses or in response to interventions on overall success rates.

Identify opportunities for reenrollment

Use validated metrics and data to identify stopped-out students who may be good candidates for reenrollment.

How Edify Accelerates Insight to Action

BRING DATA TOGETHER

Incorporate data elements from multiple sources

Examples: SIS, Retention CRM, and National Student Clearinghouse

CREATE A CULTURE OF DATA CONFIDENCE

Use defined and governed data to produce critical measures, such as persistence, retention, and graduation

DRIVE INSIGHT ACROSS STAKEHOLDERS

Enable your campus practitioners to dig deeper into barriers to enrollment and allow these insights to inform strategy

MOVE AT THE SPEED OF CONVERSATION

The data is displayed in templated, customizable dashboards designed to delve deeper in the moment. Use these dashboards to improve student success outcomes through interventions and policy changes informed directly by your data. Some institutions may also use the dashboards to operationalize student success compliance reporting or to apply for grant funding.

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Download the handout in the conference app and share it with your colleagues!

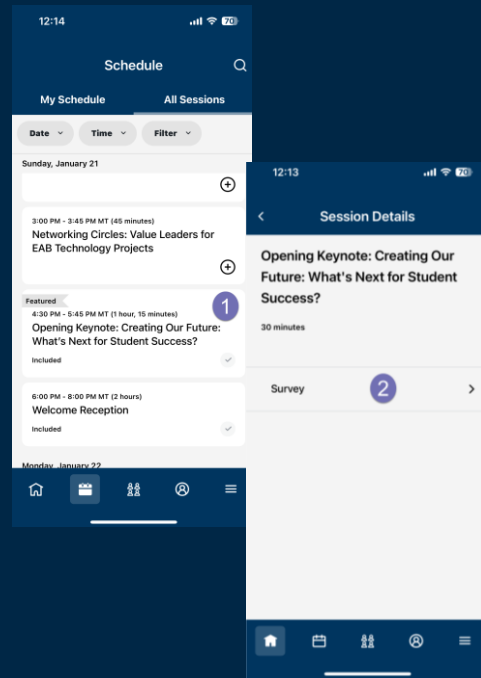
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Need help with the app?

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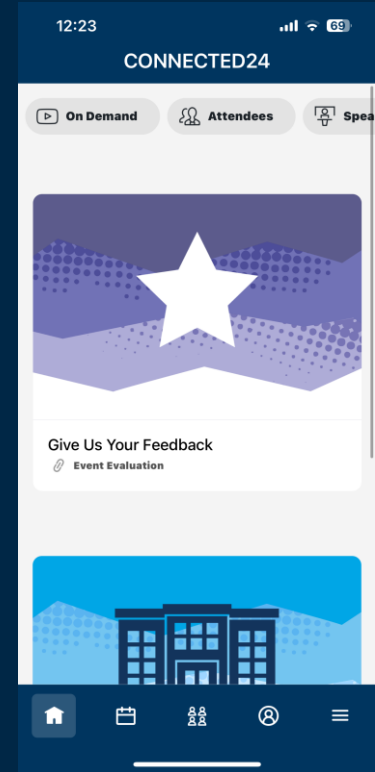


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From the front page of the app, click the Give Us Your Feedback box.

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Thank you for joining us for

CONNECTED24

Remember to complete the overall event feedback survey in the CONNECTED app.

Travel home safely and we'll see you next year!





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